E-MAIL

J. T. JONES #1242
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June 7, 1995

ROU #1310
To: F. J. DeJong

Re: A&P Supermarkets **(CID #0208-01-01)**
Contract Display Placement Approval

Dear Fred:

Bob D'Andrea, Director of A&P New Jersey South, has authorized placement of our Self Service, Non-Self Service UPM's and Non-Self Service Full Price Pack Displays in the following stores:

STORE #	DIV./ASSG.	SIS #	CONTRACT DISPLAY	LOCATION	CONTRACT PLAN / RATE	EFFECTIVE CONTRACT DATE
908	1334 / 15	058505	Two 2' S/S UPM's	Checkouts #5 - 9	UPM - Z - $200	7/1/95
927	1334 / 16	532858	One 2' NSS UPM	Inside Customer Service	UPM - Z - $50	7/1/95

A&P Supermarkets have not participated in any of our contract plans for several years. These displays were sold based on the potential to increase RJR SOM and stores overall cigarette sales. Following are guidelines to increase sales on our brands in all stores:

- High level of monthly coverage in all stores
- Fully implement price gap strategy of discounting
- Implement the ceiling strategy on DORAL
- Place pack premium items when available

Bob D'Andrea, Director, has requested feedback on stores volume and RJR SOM, monthly.

I will arrange placement of all contract displays beginning week of June 12, and will enter contract displays into S.I.S.

Sincerely,

Jim
J. T. Jones

JTJ/fr

cc: M. A. Young
J. T. Renehan, Jr.
J. R. Loftin, Jr.
R. H. Fricke

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Source: https://www.industrydocuments.ucsf.edu/docs/mpln0000